## WHAT IS CLAIMED IS:

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1. A direct gas burner type furnace for directly heating articles continuously fed into the furnace by combustion gas which gas is then exhausted outside the furnace thereafter, comprising

combustion means opening to the interior of the furnace,

a temperature sensor for detecting the furnace temperature,

exhaust fans for discharging the combustion gas from the interior of the furnace to outside the furnace,

combustion rate control means for controlling a combustion rate of the combustion means based on the furnace temperature detected by the temperature sensor, and

exhaust rate control means for controlling an exhaust rate of the combustion gas in the furnace by controlling the exhaust fans based on the combustion rate.

- 2. A direct gas burner type furnace as defined by claim 1, wherein a circulation fan is provided in the furnace for circulating the combustion gas in the furnace.
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  3. A direct gas burner type furnace as defined by claim 1, wherein a plurality of said combustion means are provided.
- A direct gas burner type furnace as defined by claim 2, wherein a plurality of said combustion means are provided.